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Rosebud

FLORAL COMPANY

351 N. BURGESS AVE.

COLUMBUS 4, OHIO

The African Violet's many new colors and types have created a field of enchantment for many flower lovers. After you have started growing violets you become enthused by their beauty and start collecting the many different colors. Many cities have organized African Violet Societies.

They are a fine plant to grow in the average home as they can stand the heat, like shade and when properly grown bloom most of the time. There is now a very wide range of colors and some doubles.

We feel we have a fine collection. The three inch plants are in bud and bloom. The two inch are nice healthy plants, not many in bloom. The started plants have rosettes of leaves and are out of vermiculite. We submit the following list and prepay postage on them in the United States.

	Started Plant Ready to Pot	Two Inch Potted	Three Inch In Bloom
BLUE BIRD - Flowers; medium violet blue, long tapering petals. Leaf; large, medium green, slightly ribbed, rosy underside	.70	1.00	1.50
BLUE BOY - Flowers; deep violet blue. Leaf; ovate, rather flat edges turned down, good bloomer.	.50	.75	1.00
BLUE BOY SUPREME - Flowers; very large deep violet-blue, broad petals held slightly above foliage. Leaf; broad, ovate, large scallops.	--	--	2.00
BLUE GIRL - Flowers; deep violet blue. Leaf; broad notched with large pale, almost white, spot at leaf base. Unusual and fine. Has leaf indentation.	--	.85	1.25
BLUSHING MAIDEN - Flowers; opaque white with faint tint pale pink at center fading toward margins. Pistils pink. Leaf; thin and light green. Fine bloomer.	.70	1.00	1.50
BLUE EYES - Flowers; pale blue lavender. Near true pale sky blue. Leaf; ovate and thick.	.70	1.00	1.50

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	Started Plant Rea- dy to Pot	Two Inch Potted	Three Inch In Bloom
DICKSON'S PURPLE - Flowers; Rich dark purple. Large flowers. Leaf; dark glossy green, flat.	1.00	1.50	2.00
DOUBLE BLUE BOY - Flowers; Double violet blue with some grey-blue reverse on some petals. Leaf; same as Blue Boy.	.70	1.00	1.50
DUPONT BLUE - Flowers; light violet. Extra large bloom with broad round petals. Leaf; almost round, light dull green.	1.00	1.50	2.00
DUPONT LAVENDER PINK - Flowers; pale lavender with bicolor tendency. Extra large flower. Leaf; ovate, almost round, with regular scallops.	1.00	1.50	2.00
IONANTHA - Flowers; light blue. Leaf; ovate, shiny olive green, tend to become long and upright.	.70	1.00	1.50
LAVENDER LADY - Flowers; lavender pink. Leaf; glossy dark green. Fine bloomer.	.70	1.00	1.50
MENTOR BOY - Flowers; violet purple. Large stem dark red and rather long. Leaf; ovate, bright green. Free flowering.	.70	1.00	1.50
NEPTUNE - Flowers; blue violet, medium sized; short stem. Leaf; ovate, shiny dark olive-green above, white to rosy below.	.70	1.00	1.50
ORCHID BEAUTY - Flowers; orchid pink-fainter on margins. Leaf; cordate, almost round and flat, shiny bright green, slightly pink below.	.50	.75	1.00
PINK BEAUTY - Flowers; true bright pink. Large flower. Flowers held high above leaves. Leaf; ovate, light dull green above, paler below. Patented.	--	.75	1.00
PURPLE PRINCE - Flowers; rich, clear purple. Pro- lific bloomer. Leaf; light green, flat and pointed. Our favorite purple.	.70	1.00	1.50

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	<u>Started Plant Rea- dy to Pot</u>	<u>Two Inch Potted</u>	<u>Three Inch In Bloom</u>
RED BI-COLOR - Flowers; red-violet two upper petals, darker at tips, three lower petals orchid pink, giving it its name. Leaf; large, flat, veins rosy on underside.	.70	1.00	1.50
RED HEAD - Flowers; medium red-violet. Leaf; ovate, rather flat; dull green, paler below.	.70	1.00	1.50
RUFFLES - Flowers; medium blue lavender. Leaf; narrow ovate, shiny dark olive-green, rosy beneath.	1.00	1.50	--
SAILOR BOY - Flowers; bright blue violet. Leaf; smooth, somewhat cupped, very rosy underneath.	.70	1.00	1.50
SAPPHIRE - Flowers; a dazzling light violet blue. Leaf; ovate and somewhat heartshaped. A fine house plant, good bloomer. Stands out from the rest.	.70	1.00	1.50
SKY BLUE - Flowers; pale blue, almost grey. Leaf; pointed, small, dark green. Pale green underside.	1.00	1.50	2.00
WEST COAST AMETHYST - Flowers; Beautiful blue lavender with a faint glistening sheen in certain lights. Leaf; dark olive-green small white spot on leaf base and somewhat cupped. Ovate with small regular crenations.	1.00	1.50	2.00
WHITE LADY - Flowers; translucent glistening white. Leaf; ovate, shallow crenation, margins curled down, light dull green above, almost white below. Patented.	.50	.75	1.00

Special Violet offer--ten started plants ready to pot \$4.00. Our selection only. These are well started plants out of vermiculite and have a rosette of new growth. Or you may select ten 70¢ started plants for \$5.50, or three \$1.00, and seven 70¢ plants for \$6.50. This offer only while supply lasts. Eight African Violet leaves, not rooted, \$1.00. Your selection from above list.

African Violet soil, five pounds \$1.50. Instructions for growing African Violets sent with each order.

We specialize in Hardy Chrysanthemums. Free list upon request.

ROSEBUD FLORAL COMPANY

HOW TO GROW AFRICAN VIOLETS (SAINTPAULIAS)

By Leo L. McComb
Rosebud Floral Co, 351 N. Burgess Ave.
Columbus 4, Ohio

African Violets, botanically called Saintpaulias, originally came from the jungles of hilly east Africa, growing in the shade in the high humidity and even temperature of the tropics. In order to grow them successfully this same condition should be produced artificially as near as possible. Saintpaulias are easy to grow and are able to withstand the high temperatures found in our living rooms, and with proper protection can be grown in almost any window in the home, but they need a humidity not found in the modern home.

Soil Mixtures--A rich well-drained soil is best. A good mixture contains two parts soil; one part peat or well-rotted manure; one part leaf mold; and one part sand. For larger pots omit the sand and add more peat or well-rotted manure. Steam sterilized soil should be used. Pots should be boiled in water one half hour, in order to kill all disease, before potting.

Temperature -- Should be between 60 and 75 degrees and at no time drop below 60 degrees.

Watering-- Water with warm water or at room temperature. Violets like fairly warm water, and bloom better, but never too hot. If it is too warm for your hand it is too warm for the violets. If the water is too cold it will spot the leaves. Plunge the pot into a deep saucer of water and remove after the surface soil is wet. The soil should be moist but do not keep the soil soaked. Set pot on damp sand or pebbles. You can also water from the top. Warm water will not hurt the leaves. Just don't overwater. Water thoroughly when you do, but don't water again until needed.

Light Intensity--Many failures of African Violets not blooming can be traced to not enough light. They should not be in full sun, neither in full shade. A few hours early morning sunlight each day does not hurt them, therefore an east window in the summer or a south or east window in the winter suits them best. The plants grow very well and foliage is dark green but they generally have few flowers in a north window. Ring spots are formed on violets from too intense sunlight--more shading prevents this.

Fertilizing--Dissolve a teaspoon of Sacco, Vigoro or other 4-12-4 plant good in a quart of water. Fill saucer with this solution and water in regular way. Also you can use Liquid Vita or the new Dixco plant food according to directions. One feeding every five weeks should be sufficient. Gas Fumes--African Violets can not stand the fumes from a gas heater or stove. The flowers will drop almost overnight and the new buds will blast.

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A few varieties are patented and propagation rights are restricted. To those who wish to start other varieties from the leaves of the plant this can be done by inserting the leaf in moist sand; in vermiculite; a glass of water; or in a mixture of half peat moss and half sand, whichever way you may like best. Many like the glass of water technique. Simply put the leaf and stem in a glass of water in an east window until roots form then pot up in small pot. In about 5 to 8 weeks a rosette of leaves should appear. At this time the old leaf should be cut away and plant repotted in Violet soil mixture in a larger pot.

The diseases of Saintpaulias are Crown Rot, Mildew, Mealy Bug and Mite: Mildew-- is a powdery white substance like that which attacks your rose bushes during cloudy weather. Ventilation and temperature control should prevent mildew. Sulphur dusted lightly on leaves is also a remedy for mildew.

Crown Rot-- is caused by too much water in the crown of the plant. Careful watering and shallow potting should prevent this.

Mealy Bug-- is that white insect that is covered with a web of white wool-like substance that settles in the axis of the leaves. Nicotine sulphate sprayed in a mist above the plants, or alcohol used with a small piece of cotton fastened to a toothpick touched to the bugs, will eliminate them. Repeat if bugs reappear.

Mite-- causes an injury to the leaves, causing them to cup up or roll down, and leaves are covered with a dense whitish pubescence on the upper surface. The plants are dwarfed. Opening flowers are deformed, and flowers and growth finally cease. Infested plants should be discarded or placed away from clean plants. Space plants so that leaves do not touch. Sodium Selenate solution is the new remedy for mite, and is applied to the soil of the plant. Never let this touch the foliage of the plant. Use at one-half regular strength at three week intervals twice. This is very poisonous and should be used by experts only.

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